Permit #S00040145

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

## Summary Information

**Permit No:** S00040145 **Type of Permit:** STILL **Release Date:** 05/13/2011

**Production Company** FOCUS STUDIO

**Insured Company Name** FOCUS STUDIO
Contact Phone No. 1 310-399-9400
Contact Phone No. 2
Fax 310-399-1180
Address 4 ROSE AVE
VENICE, California 90291

**Production Title** EW

**Type of Production** Still Photo

**Producer** Eric Maloney

**Director** Eric Maloney

**1st AD** Eric Maloney

**Production Manager** Eric Maloney

**FilmL.A. Coordinator** Adrian Fayad

**Location Manager** Eric Maloney
Primary Phone Mobile - 310-359-2796
Secondary Phone Office - 310-399-9400

**Location Assistant** Eric Maloney
Primary Phone Mobile - 310-359-2796
Secondary Phone Office - 310-399-9400

## Fees

| | |
|---|---|
| FILMLA STILL APPLICATION FEE $60.00 | **Total Permit Fee** $135.00 |
| LA CITY DEPT OF REC AND PARKS STILL PHOTO USE FEE 1-14 PERSONS $75.00 | **Number of Locations** 1 |

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## Summary Information — Location



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**Production Title** EW

**Location Manager** Eric Maloney
Primary Phone Mobile - 310-359-2796
Secondary Phone Office - 310-399-9400

**Location Address** Ocean Front Walk., Washington Blvd - Rose Ave, Los Angeles, Ca, 90291

**Location Type** Park

**Film Dates** 5/16/2011 - 5/16/2011 10:00 - 20:00 1 day

**Open or Closed to the Public** Open

**Generic Conditions**
All Vehicles must be parked legally.
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No interference with vehicular or pedestrian traffic

**Please see attached documents**
Focus Agent Letter.pdf
Venice Boardwalk Focus.pdf
Abbot Kinney, Venice revised June 2011.pdf
Venice Area January 2010.pdf

**Equipment on Location**

| Type | Quantity |
|---|---|
| Cast/Crew vehicles | 3 |
| Vans | 2 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 1 |
| Crew | 9 |

**Filming Activities** All exterior establishing beauty still shots of models on boardwalk, against scenery; ;

**Jurisdiction** **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

**Thomas Guide** **Page:** 671 **Grid:**

**Approvals** LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE — Nicole Robottom
LOS ANGELES POLICE DEPARTMENT — Suzan Nelson

**Parking**

**Base Camp**
Location Type : Filming Location
**Parking Notes**
private lot

**Crew Parking**
Location Type : Filming Location

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## Appointment of Film Permits Unlimited, Inc.
## As Authorized Agent and representative

I certify that I am a representative of The Focus Studio ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: _____

The Focus Studio
Name of Principal

By: _____
Representative's Signature

Greg Broussard
Print Representative's Name

Executive Producer
Representative's title

4 Rose Ave.
Venice, CA 90291
Principal's Address

310.399.9400
Principal's Telephone

**Film Permits Unlimited, Inc.**
**Phone (818) 347-9929**
**Fax (818) 347-9784**

**Please sign and fax back**
**Principal = Name of Company**

Jess@filmPermit

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PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

# Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

## OCEAN FRONT WALK, ROSE – WASHINGTON BLVD

- **OK TO FILM ON OCEAN FRONT WALK, ROSE – WASHINGTON BLVD**
- **NO FILMING ON OCEAN FRONT WALK PRIOR TO 9:00 A.M. DUE TO MAINTENANCE ACTIVITIES.**
- **NO VEHICLES ALLOWED TOO DRIVE ON OR ACROSS THE BOARDWALK AT ANY TIME.**
- **COMPANY MAY NOT BLOCK OR RESTRICT ACCESS INTO ANY OF THE STORES WITHOUT PERMISSION FROM THE STORE OWNERS.**
- **NO NUDITY ALLOWED ON CITY PROPERTY NO EXCEPTIONS**
- **MAY NOT INTERFERE WITH MAINTENANCE ACTIVITIES.**
- **MUST WORK AROUND VENDORS & BEACH PATRONS.**
- **MUST MAINTAIN ACCESS TO ALL MAINTENANCE ACTIVITY.**
- **MUST MAINTAIN AN EMERGENCY ACCESS LANE.**
- **MAY NOT BLOCK THE BOARDWALK AT ANY TIME.**
- **MAINTENANCE TRUCKS AND SWEEPERS HAVE THE RIGHT OF WAY AT ALL TIMES.**
- **NO NUDITY ALLOWED AT ANYTIME. NO EXCEPTIONS**
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- A 20 Foot unobstructed lane must be maintained between parked vehicles/trailers in all parking lots and Recreation and Parks roadways for emergency vehicle access.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is

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permitted to stay overnight must be guarded by the permitted company's security group.

- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

**S-40145 FOCUS STUDIO "EW"**

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**SPECIAL FILMING CONDITIONS**
**ABBOT KINNEY BOULEVARD AREA OF VENICE**

*The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.*

The Abbot Kinney Boulevard area is a diverse, mixed-use community which includes Abbot Kinney Boulevard between Venice Boulevard and Main Street, and adjacent streets. The area is comprised of small shops, restaurants, single family homes, apartment buildings and artists lofts. The following conditions have been established to mitigate the concerns of local residents and merchants, and to provide for an equitable use of the area.

- **Affected residents/merchants/businesses within 500 ft. of any filming activity (including production equipment parking, cast/crew parking, or catering) must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation**. *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*

- **Production companies must notify the Abbott Kinney Merchant Committee at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** The current contact for the Abbot Kinney Merchant Committee is Bart Miali (310) 396-9705 or (310) 890-2956 or bart@abbotkinney.org.

- **Cast and crew may not park on area streets.** Off-street parking must be provided for personal vehicles.

- **Production equipment parking and the posting of "No Parking" signs should be kept to a minimum** in order to reduce any negative impact to the local merchants. Equipment parking on Abbot Kinney Boulevard will be limited to 150 feet during regular business hours (10:00a.m. to 5:00 p.m.) and may not block access to open shops and businesses. **Equipment may only be parked in front of businesses that indicate their approval using the FilmL.A**. **Filming Survey process**, **or in front of businesses that are clearly vacant or closed during the hours of activity.** Production companies may also request an additional 150 ft of posting on area side streets (excluding Santa Clara Avenue) for a total of 300 ft of posting within the area.

- **Friday, Weekend or holiday filming is generally not permitted** unless a Filming Survey is done of the affected business for the proposed activities on a FilmL.A.-authorized Filming Survey.

- **The use of City lots # 616, #617 and the lot on the corner of Santa Clara and Electric are not permitted.**

- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

- **Any variance to these guidelines must be discussed in detail with FilmL.A. prior to making plans to shoot in this area. FilmL.A. will take variances from these conditions into consideration on a case by case basis.**

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**SPECIAL FILMING CONDITIONS**
**VENICE AREA**

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For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

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